

Listing of Claims:

1. (Currently Amended) A system for dynamically constructing a non-interactive personalized ~~message~~ advertisement to be viewed by an intended audience, comprising:
 ~~a message~~ an advertisement campaign, including:
 ~~a message~~ an advertisement template, defining a framework for constructing said personalized ~~message~~ advertisement, said ~~message~~ advertisement template comprising a plurality of media segment slots constituting said personalized ~~message~~ advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;
 a plurality of media segments including video segments and audio segments, each video segment selectable for insertion into at least one of said video segment slots of said ~~message~~ advertisement template, wherein several of said video segments are selectable for a same one of said video segment slots of said ~~message~~ advertisement template, and wherein each audio segment is selectable for insertion into at least one of said audio segment slots of said ~~message~~ advertisement template;
 a plurality of expert rules; and
 ~~a message~~ an advertisement assembly component, responsive to user profile data of said intended audience, and configured to apply said plurality of expert rules to said user profile data in order to ~~select~~ get appropriate media segments for each of said media segment slots of said ~~message~~ advertisement template from a database and incorporate said appropriate media segments into said advertisement template, in order to assemble said personalized ~~message~~ advertisement for said intended audience, said assembly performed without interaction by said intended audience.
2. (Cancelled)
3. (Currently Amended) The system of claim 1 wherein said ~~message~~ advertisement assembly component also uses environmental or temporal information in order to select appropriate media segments for assembling said personalized ~~message~~ advertisement.

4. (Original) The system of claim 1 wherein said media segments are selected from the group including audio, video, background, animation, synthesized graphics and voice.
5. (Currently Amended) The system of claim 1 wherein several of said media segments which correspond to a same one of said media segment slots of said ~~message~~ advertisement template are of different lengths, and said ~~message~~ advertisement template appropriately adjusts said personalized ~~message~~ advertisement based on a length of a selected one of said media segments.
6. (Currently Amended) The system of claim 1 wherein said personalized ~~message~~ advertisement is assembled immediately before presentation to said intended audience.
7. (Original) The system of claim 1 wherein said user profile data of said intended audience is obtained from a plurality of user information data sources.
8. (Currently Amended) The system of claim 7 wherein said ~~message~~ advertisement campaign includes a target entity profile, said target entity profile providing an indication of appropriate media segments for selected user profile data.
9. (Original) The system of claim 8 wherein said target entity profile provides an indication for selecting said intended audience from said user information data sources.
10. (Currently Amended) A method for dynamically constructing a non-interactive personalized ~~message~~ advertisement for viewing by an intended audience; said method comprising:
 - obtaining user profile data for said intended audience;
 - selecting a ~~message~~ an advertisement template, said ~~message~~ advertisement template defining a framework for constructing said personalized ~~message~~ advertisement, and including a plurality of media segment slots constituting said personalized ~~message~~ advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;

applying a plurality of expert rules to said user profile data and said ~~message~~ advertisement template, in order to ~~select~~ get, from a plurality of media segments including video segments and audio segments in a database, appropriate media segments for insertion into said plurality of media segment slots in said ~~message~~ advertisement template, wherein several of said video segments are selectable for a same one of said video segment slots of said ~~message~~ advertisement template;

assembling said personalized ~~message~~ advertisement using said ~~message~~ advertisement template and said selected media segments, without any interaction by said intended audience; and

providing said assembled personalized ~~message~~ advertisement in a format for delivery to said intended audience for viewing.

11. (Currently Amended) The method of claim 10 wherein said ~~message~~ advertisement template and plurality of message segments are created as part of ~~a message~~ an advertisement campaign.

12. (Currently Amended) The method of claim 10 wherein said steps of assembling said personalized ~~message~~ advertisement and providing said assembled personalized ~~message~~ advertisement is performed immediately before delivery to said intended audience.

13. (Currently Amended) A method for dynamically constructing a non-interactive personalized ~~message~~ advertisement for viewing by an intended audience; said method comprising:

obtaining user profile data for said intended audience;

creating a plurality of media segments, including video segments and audio segments;

creating ~~a message~~ an advertisement template, said ~~message~~ advertisement template defining a framework for constructing said personalized ~~message~~ advertisement, and including a plurality of media segment slots constituting said personalized ~~message~~ advertisement, said media segment slots including video segment slots and audio segment slots, wherein at least one video segment slot overlaps at least one audio segment slot;

applying a plurality of expert rules to said user profile data and said ~~message~~ advertisement template, in order to select, from a plurality of media segments including video segments and audio segments in a database, appropriate media segments for insertion into said plurality of media segment slots in said ~~message~~ advertisement template, wherein several video segments are selectable for a same one of said video segment slots of said ~~message~~ advertisement template;

assembling said personalized ~~message~~ advertisement using said ~~message~~ advertisement template and said selected media segments, without any interaction by said intended audience; and

providing said assembled personalized ~~message~~ advertisement in a format for delivery to said intended audience for viewing.